MARKETING INFORMATION SYSTEMS, INC.

100 SYLVAN AVENUE, ENGLEWOOD CLIFFS, N.J. 07632
201-947-6900 • 212-239-7256

July 28, 1983

Ms. Karen Eisen
Philip Morris, Inc.
120 Park Avenue
New York, New York 10017

Dear Karen:

The following explains how the banner points "Used Past Year" and "Did Not", under the heading "Experience With Discount/2 For 1" were originally run and how they are currently run.

When the study was first run, the banner points included responses only from question 18, resulting in the incorrect bases of 131 for the banner point "Used Past Year" and 137 for the banner point "Did Not".

These two banner points have been corrected to include responses from questions 15 and 18. A respondent answering "Yes" to either question was included in the "Used Past Year" category. Only a respondent who answered "No" to both questions was included in the "Did Not" category.

Sincerely,

Zack Apkarian

ZA/dm

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Source: https://www.industrydocuments.ucsf.edu/docs/jknj0004